

Candace Williams

HCI & UX

30 March 2020

Usability Report

Introduction

CFWILLIAMS.com serves as an information hub, showcasing the latest projects of Howard University senior, Candace Williams. CFWILLIAMS.com provides a centralized location for fellow students and prospective employers to see what she has been working on recently.

The CFWILLIAMS.com designer and developer conducted a virtual usability test over Google Hangouts. The participant was sent a link to the website. Then the usability test administrator had the participant share their screen. The session analyzed the first impression of the site and was then the navigation choices when looking for specific components.

Methodology

Sessions

The creator of CFWILLIAMS.com contacted and recruited participants via text. The participant chosen was a first-degree connection. These texts consisted of a request to participate in a twenty minute study over Google Hangouts. The participant who agreed responded with the date and time that was most convenient for their schedule.

Each individual session lasted approximately twenty minutes. During the session, participants were asked to give their seven second first impression of the homepage. After the test administrator proceeded to read a navigation task and have the participant find the information on the website.

During each task, the participant was encouraged to think aloud and describe how they were feeling trying to complete each task. Afterwards, the participant was asked to rate how easy it was to complete the task on a 5 point scale. 1 being incredibly difficult to 5 being very intuitive.

At the end of the study, the test administrator asked the participant to provide an overall rating for the website in the following categories, using the same 5 point scale as before:

- Ease of use
- Ease of navigation
- Ease of finding information
- Interest in the website's content
- Overall site layout & organization

Before concluding the study, the participant was asked to provide recommendations to improve the website.

Participants

There was only 1 participant in the entire study. This participant was female, Mechanical Engineering major, and between 20 and 25 years old.

Evaluation Tasks

Test participants attempted to complete each of the following tasks:

- Find a photo of Candace
- Find Candace's email address
- Find a project in Candace's portfolio
- Find the LinkedIn icon
- Find a design project in Candace's portfolio

Results and Discussion

The participant successfully completed Task 1, 2, and 4. Those tasks were to find a photo of Candace, find Candace's email address, and find the LinkedIn icon. Task 3, find a project was also completed, but took two clicks. The News Summary was selected first, because it was unclear if the news was about what Candace was last working on or news in the field. Task 5, was the hardest to complete. The participant was able to find the projects; however there were not any visual clues to distinguish between types of projects. Although the task was successful, it took four clicks to complete.

Task 1, 2, and 4 had ratings of 5 for ease of use. However, the LinkedIn icon was also in the header and was not really noticed by the participant. The icon was found in the Contact Me section. Task 3 had an ease of using rating of 4. Although finding the portfolio was not intuitive it wasn't difficult to find either. However, Task 5 received a rating of 2. The lack of distinction between types of projects made it laborious to click through each project to see which one was the design instead of writing. Also the phrase "design project" was not very clear initially.

The overall ease of use was a 4. The navigation was 3, with the portfolio layout being the primary critique. The website's content and overall layout were both given a rating of 5.

Conclusion (Recommendations)

The following changes were recommended:

- Add distinction between or label types of projects
- Provide descriptions of projects
- The LinkedIn icon in the header is not noticeable or necessary

The first two recommendations are much more urgent than the last. The last recommendation didn't affect the user experience, because it was unused.

The participant found CFWILLIAMS.gov to be organized, useful, and relatively easy to use. Implementing the recommendations above will enhance the ease of navigating the portfolio and increase the overall user experience.